



Arizona Tourism:
A GRAND FUTURE
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International visits to Arizona, levels

International Overnight Visits to Arizona						
	2010	2011	2012	2013	2014	2015
Mexico	3,310,184	3,158,622	3,373,909	3,635,939	3,854,431	3,790,919
Canada	650,000	703,800	728,000	850,200	896,467	928,051
Germany	116,580	120,000	120,229	119,971	127,705	133,903
United Kingdom	131,107	123,000	117,000	114,186	116,542	117,581
France	97,108	110,000	106,865	105,846	113,385	111,960
China	20,972	25,000	31,000	36,705	52,105	63,911
Korea Republic of	41,701	40,000	44,111	52,725	54,015	61,128
Japan	40,931	45,000	47,015	49,080	51,602	54,803
Australia	40,812	44,000	45,803	43,711	47,535	54,466
Switzerland	35,507	39,000	36,674	34,380	36,554	36,502
Brazil	20,349	23,000	27,001	27,978	30,992	29,649
Other Overseas	276,324	295,000	295,650	296,194	321,878	329,263
Overseas Total	821,391	864,000	871,347	880,777	952,313	993,167
Total International	4,781,575	4,726,422	4,973,256	5,366,916	5,703,210	5,712,138

Source: Tourism Economics

Canada

- **Likelihood to Travel to USA:** 47% in the next 6 months
- **Top Travel Motivators:** 48% Cultural Historical attractions
- **Booking method:** 64% on websites
- **Main Trip Reason:** 90% Leisure (71% of those are vacation vs. 10% visit friends/relatives)
- **Mode of Entry:** 66% Airplane



Visitor Characteristics

17.8

Nights in Arizona

2.0 persons

Average Party Size

\$1,228

party spending per trip

Source: Brand USA

United Kingdom

- **Advance Decision Time:** 29% 6-12 mo. / 27% 3-5 mo.
- **Top Travel Motivators:** 46% Cultural Historical attractions / 46% local lifestyle
- **Booking method:** 40% Travel Agency / Tour Operator
- **Main Trip Reason:** 94% Leisure (78% of those are vacation vs. 14% visit friends/relatives)



Visitor Characteristics

47.4 years

Average Age

\$119,912

Average Household Income

1.8 persons

Average Party Size



Length of Stay

4.5

Nights in Arizona

18.5

Nights in U.S.

Source: Brand USA

France

- **Advance Decision Time:** 32% 3-5 mo.
- **Top Travel Motivators:** 63% Local Lifestyle and 56% Cultural Historical attractions
- **Booking method:** 49% Travel Agency / Tour Operator
- **Main Trip Reason:** 97% Leisure (91% of those are vacation vs. 3% visit friends/relatives)



Visitor Characteristics

43.0 years

Average Age

\$81,596

Average Household Income

2.7 persons

Average Party Size



Length of Stay

2.8

Nights in Arizona

17.7

Nights in U.S.

Germany

- **Advance Decision Time:** 34% 3-5 mo./ 20% less than 1 month
- **Top Travel Motivators:** 42% Cultural Historical attractions / 40% shopping / 38% Dining / Gastronomy
- **Booking method:** 48% Travel Agency / Tour Operator
- **Main Trip Reason:** 93% Leisure (79% of those are vacation vs. 14% visit friends/relatives)



Visitor Characteristics

40.8 years

Average Age

\$111,649

Average Household Income

2.0 persons

Average Party Size



Length of Stay

4.2

Nights in Arizona

22.7

Nights in U.S.

All international market updates are loaded to the
Trade/Media relations site:

<https://tourism.az.gov/marketing-programs/international-marketing>

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